



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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SPRING: N.Y. COULD HAVE THE ANSWER ...
ITS NEWEST LOOKS ARE GEARED TO
RAISE DEMAND -- BUT NEVER
A CONTROVERSY

THE SIGNATURE LOOK: away from the body,
often in thin, clingy fabrics that
reveal it as surely as those white
muslin Grecian "drapings" which caused
a pneumonia epidemic in France back in
1800, because women dampened them before
putting them on.

THE NON-CONTROVERSY: LENGTHS -- plural!
While top houses showed everything, from
above-knee to calf lengths (for day),
most showed the bulk of their collection
somewhere AROUND-THE-KNEE. Viewers soon
stopped noticing. Conclusion: length
becomes an à la carte choice, in 1974.

THE BIG NEW SILHOUETTES: BIG TOPS --
from loose, fluttery fly-aways to
BLOUSONS, the Number One (many with drop
shoulder; see Sleeves, below) ...
WRAP-AND-TIES, the Number Two, sometimes
just the bodice, but no one calls it a
surplice, sometimes only the skirt,
but usually the entire dress.

THINGS THAT GO OVER THE HEAD: Everything!
The POLO SHIRT placket is the leading
closure, short on separate tops, to step-
in level on most shirtdresses (but short
and wide at Cardin N.Y.) ... V-neck PULL-
OVERS, on shirtdresses or tops, are in
second place, with a revival of (cropped)
MIDDY TOPS (Leo Narducci, others).

DRESSES LEAD THE PARADE: even when they
appear to be shirt & skirt (Donald Brooks,
others), or big, soft, motionful floppy
skirts topped by T-shirts or tank tops.
The Big Ones: shirtdresses ... chemises
... shirt-chemises ... blousons ...
tents (Beene, Oscar II, lots of others),
skimmers (Trigere, Chester Weinberg) --
(continued on page 2)

INTERSTOFF: RISING NATURAL-FIBER PRICES
AND SHORTAGES SPARK INGENUITY
AT FRANKFURT FABRIC FAIR
FOR FALL-WINTER '74

THE BIG MESSAGE: SUPER-COORDINATION, often
built around INGENIOUS TROMPE-L'OEIL ...
Knits that deliberately look like wovens
... look-alike fabrics made in a variety
of weights ... twin prints in different
weights ... more synthetics and blends
than in previous years.

WOVENS: emphasis on tweeds from heavy to
lightweight ... sheer basketweave wool and
monk's cloth ... corduroy -- plain, printed
but newest in warp stretch ... velvet --
plain or sculpted ... silky acetates, denim.

KNITS: soft, shiny, lacy ... tweedy,
pointelle, metallic ... space dyed effects
... single-knits stronger than doubleknits.

PRINTS FAR EXCEED SOLIDS, even in sheer
wools ... and tend toward the microscopic:
mini-florals and minuscule figuratives ...
geometric dots: square, round or triangular
... stripes ... touches of chinoiserie ...
border prints ... many tone-on-tone ...
wild animal prints on fake fur.

PATTERNED WOVENS: tweeds -- donegal, over-
patterned and granite-effects ... zigzags,
herringbone, windowpane, diagonals.

COLORS ARE DARK, MUTED: grays and grayed
tones of other colors ... burgundy ...
greens from Black Forest to loden ... rust
... brown ... camel ... burnt orange.

"INVENTIVE CLOTHES: 1909-1930" EXHIBIT AT
COSTUME INSTITUTE IN N.Y. NOW THROUGH MAY

From Paul Poiret to Callot Soeurs, Chanel,
Vionnet, Schiaparelli and Alix Grès ...
fashions augmented by paintings and taped
music of the period. Co-sponsored by
Metropolitan Museum of Art and Council of
Fashion Designers of America; organized by
Diana Vreeland, special consultant.

NEW YORK SPRING COLLECTIONS (continued from page 1)

flared ones (Scott Barrie, David Crystal). TWO PIECE ... JACKET DRESSES, most with unlined jackets, and not just where you'd expect them (Belle Saunders for Abe Schrader), but where you wouldn't (Bill Blass, Oscar de la Renta) ... newest: suede-bound jersey skimmers with matching color suede jackets (Bonnie Cashin for Philip Sills).

THE NON-SUITS: newest Spring suits don't look like suits! Instead, unlined and unconstructed, in soft dress fabrics, they look more like fly-away-top dresses, or like separates, including single and twin sweater separates. Those that do resemble real suits have wrapover jackets atop front-buttoned or wrapover skirts.

THE TWO FACES OF COATS: a natural for Spring (but even single-face coats also come unlined), in wool or cotton (Ilie Wacs), reversible (Trigere) ... lightweight buttondowns can double as coatdress (Anne Klein) ... sash-wrapped, and deep armholes (everywhere). New lengths: jacket toppers in bright colors (Wacs) ... 7/8 coats (Blass) ... calf length pantscoats (Beene).

NEW SPRING SIGNATURES: nostalgia ... Death in Venice (Beene, Blass) ... 1918 length skirts with hats (Sant'Angelo). Pleats of every size and variety ... TUCKS on everything, from couture to rainwear, most are vertical but some also horizontal (Barrie) and, for controlled mini-blousing, under the belt (Trigere). Fagotting ... CONTRAST EDGINGS: blanket edge stitch (Beene Boutique) ... red stitching (Stephen Burrows) ... pipings (Bill and Hazel Haire for Friedrichs Sport, Donald Brooks). SELF FRINGE in tweed or brushed mohair (Bonnie Cashin). Narrow belts.

SLEEVES GAIN NEW IMPORTANCE: from well-cut cap sleeves for day to fly-away, tea gown and angel sleeves for late day and evening. The Big Trend is to dropped shoulder and cut-in-one-with-the-bodice sleeves with deep armholes. In between: capelet sleeves (Bieff-Herrera) ... dolmans (Adele Simpson) ... billowing and bishops ... bell and cuffed kabukis (Narducci) ... rolled (Albert Nipon) ... open sleeves: tiny short ones open above tight, buttoned cuff -- cuffed

bishops cut away over shoulder bone -- plus continuation of full, cuffed bishops cut-in-one-with narrow shoulder yoke and open from shoulder to wrist, launched last season (Ronald Amey).

THE EVENING SCENE: ongoing are one-shoulder cuts and she-forgot-to-put-her-dress-on sliptop dresses and matte jersey clingers. New: stretch matte jersey floats (Oscar, Adri, Scott Barrie, Sant'Angelo) sleepy time pajamas ... printed chiffon bed and combing jackets ... wrapped dresses (Bill Blass, Adele Simpson, others) Above ankle length is increasing, shows up on tailored gowns, too (John Anthony) ... handkerchief skirts are also on an up trend. Silk chiffon in prints from Brazil (Beene Boutique), in hand-painted Impressionist flowers (Halston), in colorful romantic whirlers (Oscar, Simpson). BLACK is big for evening, long as well as short, white is close behind. Feathers, rhinestones, sequins and pave paillettes are important.

FABRICS, PRINTS, COLORS: Ultrasuede tunes up in Spring hues for jackets, separates, dresses, coats (Blassport, Blass, Halston, Chester Weinberg, Vera Maxwell). Mossbank, new from the people who gave you Ultrasuede (Skinner), is a hammered satin, also washable (Lew Prince of Aldrich, Mollie Parnis Boutique, Stephen Burrows). String knits ... Honan silks ... the matte and Lycra jerseys for day and evening ... ticking in unmattressy colors ... the double-faced ... chambray in pale pastels, in blue (Victor Joris for Cuddlecoat), in black (J.L.Sport). WILD ANIMAL PRINTS play a return engagement ... tiny horses, other animals (Gloria Sachs). STRIPES of all kinds run through top collections, with dots of all shapes a close second. Stylized floral scatter prints in bright primary colors are trending. BLACK is a SPRING color now, as are dark navy and red. BEIGE and all earth colors are in the majority, pale silvery GRAYS make an elegant comeback.

COMING UP IN FI

... Rainwear Fashions - Spring and Summer
... Report on Puerto Rico Shopping Plaza
... American Spring Buying Trends

FI CAME TO THE (LONDON FASHION) FAIR ... TOOK IN THE NEW BIBA
AND A CLUTCH OF SHOPS (NEW AND OLD) ON BEAUCHAMP PLACE

The 4th semi-annual LONDON FASHION FAIR was held at Grosvenor House in late October with displays by 150 exhibitors, 14 of them from the Republic of Ireland. It took in about 8 million pounds in orders from 5,850 retail outlets.

OVERVIEW: FI found the offerings erratic, even for off-the-peg, or volume merchandise. Some 10 pace setters nailed down the Spring and Summer trends.

THE MESSAGE: "Thanks for the memories" ... Orphan Annie wash dresses ... Depression '30's with short cuffed sleeves ... circa 1940 dresses, blouses (Jeff Banks) ... jacket with skirt or dress in floppy fake nostalgia ... but also slims ... softened shirtdresses ... slinky tubes ... lingerie, sliptop dresses (John Marks) ... ankle length peasants, romantic longs (Jakie Ross for Jon Elliott).

FABRICS: lacy, shiny, silky KNITS, delicate or crunchy, in sweaters, separates (Emreco, Outlander, Mary Farrin, Sharcleod, Crochetta) ... the most imaginative jacquards, in unusual patterns and colorings (John Ashpool for Knitting Inc.) ... COTTON KNITS, including mesh ... CROCHETS ... LACE as insert or trim ... eyelet ... calico, gingham ... silky acetates ... slubbed linen ... chiffon, voile, georgette. IN T-SHIRTS: velours and terry. IN RAIN-WEAR: coated nylon looked best in feather-weight, bright colors (Janice Wainright).

PRINTS: sportive figuratives and "communication prints" on T-shirts, baseball and sweatshirts (John Craig, Erica Budd) ... small prints on cheesecloth ... scenics, comics, posters ... stripes, ombres ... florals (dense, clustered or Victorian) ... Art Deco and small geometrics ... Chinese and Japanese prints, shown often enough to start a trend.

COLORS: clear, bright pastels ... yellow, green, blue, orange ... often combined with cream or white ... black with bright or white; red, navy.

BIBA: A NEW MUST-SEE RETAIL PHENOMENON
This famed in-a-class-by-itself-boutique

has now moved across Kensington High St. (FI Oct. 72) and blossomed into a five-story-and-basement department store, in the process violating every retail rule in the book. Most GMMs would call it sheer insanity -- all that wasted space! Taking over the old Derry and Toms store, Biba capitalized on the leftover 1930's decor and added some innovations of its own: leopard printed walls ... in lieu of displays, tired shoppers relaxing in tete-a-tete chairs right in the windows! ... dining to music, and Sunday tea dancing, in the Rainbow Restaurant (the famed Derry and Toms roof garden reopens in the Spring).

Other Highlights: Biba kitsch and those famous colored feathers ... purple nursery furniture, black and brown baby wrappers, kiddies restaurant and play cage for parking tots (20-minute limit) ... cash till in the changing room! ... men's and boys' clothing ... the Mistress Shop (42nd St. lingerie, Biba style) ... records, books, and newspapers (local and foreign) ... the Logo Shop (posters, playing cards, etc. imprinted with the Biba logo ... and the Food Hall (below stairs), its imaginative displays like nothing else in the world!

KNIGHTSBRIDGE: THE BEAUCHAMP PLACE SHOPS

Beauchamp Place (to the left of Harrods at Brompton Road) is one of those small English streets made up of fine restaurants (San Lorenzo, Parkes, Borscht and Tears) and a covey of fascinating boutiques, china, linen and jewelry shops.

Janet Wilson, No. 11, tel. 584-6402. Opened in October, with co-owner Frances Conway, offers a delightful mix of the present (Emmanuelle Khanh, et al) and the past (exclusive designs made up in antique fabrics circa 1930). Sizes 8 to 14, prices moderate to better. The Reject Linen Shop, and the Reject China Shop, No. 13, a bargain hunter's paradise.

Emmeline (FI March), No. 45, out-of-the ordinary jewelry.

Jones, No. 52, exquisite modern jewelry. Monsoon, No. 53, a bit of India ... voiles sheer cottons, by the yard & RTW.

ITALY KNITS UP A STORM: ROUNDUP OF ITS SPRING-SUMMER RTW

AT PITTI PALACE: KNITWEAR stole the show ... feminine, graceful (and below-knee skirts). CHIEF FASHION: 3-piece outfits ... long, square-neck shell, long cardigan and skirt with unpressed pleats or straight; ankle or longer for evening with a halter replacing the shell. WHITE BLAZERS refresh classic shirtdresses. LACY KNITS in the lead, either honeycomb, or plain with lacy insets (best at Mirsa, Pasquale). Pants were few, had high waists and straight legs. TOP COLORS: ivory, honey ... pastel blue or green (Missoni) ... curry and bright reds (Albertina). PRINTS were small -- tiny figures on dark grounds, Art Deco types (Balestra). BUTTONS: bone or wood ... BELTS: narrow ... SHOES: pumps and oxfords ... no more platforms.

AND AT THE FIRST U.S. HIGH FASHION ITALIAN COLLECTIVE SHOWING: WHITE GABARDINE the standout (Basile, Montedoro, Sealup), also hot pink gab (Heinz Riva) ... white crepe (Ognibene-Zendman) ... white linen (Lux Sport) ... BEIGE a close second, in silk knit, crepe or wool ... and off-beat soft GREENS. Skirts just-above, at, or just below knee.

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SEVENTH AVENUE LIKES HATS FOR SPRING

Most collections were shown with impressive hats ... huge floppy brim straws (Blass), huge mushrooms (Beene Boutique), their front brim bent back against the crown, and round crown kettle brims (Cardin, N.Y.) ... big bakus with upturned or down brim with dresses, curvy brimmed Panamas with pants (Oscar) ... downbrim sailors in shiny black straw some with cage veils, and soft white skirting felts (John Anthony) ... dashing snap brims for daytime and for luncheon (Trigere).

MEN'S JACKETS TO BE SHORTER

As trousers begin to straighten, suitcoats also grow shorter, for optimum visual balance, according to international trend setters who recently showed their next-Fall projections in New York (Hardy Amies, Pierre Cardin, Marc Bohan-Dior for Hart, Schaffner & Marx, Nino Cerruti for Society Brand). The last named also introduced a new jacket closure: 3-buttons, but set very close together -- the bottom one always left unbuttoned, for a look of ease.

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UPCOMING FASHION DATES

Jan. 3-11...L.A. - Summer Market Week
Jan. 6-8...N.Y. - Wig Market Week
Jan. 6-9...N.Y. - NRMA Convention
Jan. 6-10...N.Y. - Press Wk., Couture Council
Jan. 6-10...N.Y. - Juvenile Style Mart
Jan. 6-11...Chicago - Int'l Home Furn. Market
Jan. 8-11...Milan - Knitwear Showings
Jan. 11-15...Milan - Leather (MIPAL)
Jan. 14-18...N.Y. - Israeli Jewelry Show
Jan. 19-22...Miami - Summer Market Week
Jan. 20-23...N.Y. - National Boutiques Show
Jan. 21-26...Rome - Couture Showings
Jan. 26-29...Chicago - Summer Market Week
Jan. 26-31...Dallas - Summer Market Week
Jan. 27-29...N.Y. - Shoe Show
Jan. 27-30...N.Y. - Int'l Jewelry Trade Fair
Jan. 28...Paris - Couture Showings
Jan. 28...N.Y. - Summer Market Week (& Feb.4)
Feb. 4-7...Florence - Knitwear (MAIT)
Feb. 6-10...Dallas - Men's Fashion Assn & MRA
Feb. 9-12...Paris - Menswear Show - S.E.H.M.
Feb. 9-12...Paris - Children's Fashions
Feb. 11-15...Israel - Tel-Aviv Fashion Week
Feb. 22-24...Cologne - Men's Fashion Week
March 3-8...Hong Kong - Ready-to-wear Festival
March 10-12...Chicago - Shoe Show
March 10-13...Dusseldorf - IGEDO Fashion Fair
March 15-17...Cologne - Children's Fashions
March 15-21...Las Vegas - Ski Show for 1974
March 24-28...Florence - Ready-to-Wear
March 30-Apr. 5...Paris - Pret-a-Porter

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